

DOCKET SUPPORTING INFORMATION

CITY OF SAN DIEGO

DATE:

EQUAL OPPORTUNITY CONTRACTING PROGRAM EVALUATION

October 12, 2007

SUBJECT: Agreement for Serra Mesa-Kearny Mesa Branch Library Educational Space

GENERAL CONTRACT INFORMATION

Amount of this Action: \$450,000

Recommended Consultant: Mythograph, Inc.

Funding Source: State

SUBCONSULTANT PARTICIPATION

No Subconsultant participation on this action.

EQUAL EMPLOYMENT OPPORTUNITY COMPLIANCE

Equal Opportunity Required

Mythograph, Inc. submitted a Work Force Report for their San Diego County employees dated July 19, 2007. The Work Force Report reflects fewer than 15 employees and is, therefore, exempt from employment category goals.

ADDITIONAL COMMENTS

The *Work Force Analysis* is attached.

JLR

File: Admin WOFO 2000

Date WOFO Submitted: 7/19/2007
Input by: SH

Goals reflect statistical labor force
availability for the following: 2000 CLFA
San Diego, CA

City of San Diego/Equal Opportunity Contracting
WORK FORCE ANALYSIS REPORT

FOR
Company: Mythograph, Inc.

I. TOTAL WORK FORCE:

	Black		Hispanic		Asian		American Indian		Filipino		White		Other		
	CLFA Goals	M	F	CLFA Goals	M	F	CLFA Goals	M	F	CLFA Goals	M	F	CLFA Goals	M	F
Mgmt & Financial	3.3%	0	0	11.9%	0	0	6.2%	0	0	0.4%	0	0	6.2%	0	0
Professional	4.0%	0	0	12.6%	0	1	6.5%	1	0	0.5%	0	0	6.5%	0	0
A&E, Science, Computer	2.8%	0	0	7.3%	0	0	16.2%	0	0	0.3%	0	0	16.2%	0	0
Technical	6.6%	0	0	14.8%	0	0	17.2%	0	0	0.4%	0	0	17.2%	0	0
Sales	3.9%	0	0	19.5%	0	0	6.8%	0	0	0.6%	0	0	6.8%	0	0
Administrative Support	7.0%	0	0	20.8%	0	0	8.8%	0	0	0.6%	0	0	8.8%	0	0
Services	5.5%	0	0	36.9%	0	0	9.7%	0	0	0.6%	0	0	9.7%	0	0
Crafts	4.5%	0	0	25.8%	0	0	9.1%	0	0	0.7%	0	0	9.1%	0	0
Operative Workers	4.3%	0	0	38.8%	0	0	20.8%	0	0	0.3%	0	0	20.8%	0	0
Transportation	8.1%	0	0	32.1%	0	0	4.5%	0	0	0.5%	0	0	4.5%	0	0
Laborers	4.4%	0	0	54.0%	0	0	4.1%	0	0	0.5%	0	0	4.1%	0	0
TOTAL		0	0		0	1		1	0		0	0		0	0

HOW TO READ TOTAL WORK FORCE SECTION:

The information blocks in Section I (Total Work Force) identify the absolute number of the firm's employees. Each employee is listed in their respective ethnic/gender and employment category. The percentages listed under the heading of "CLFA Goals" are the County Labor Force Availability goals for each employment and ethnic/gender category.

Mgmt & Financial
Professional
A&E, Science, Computer
Technical
Sales
Administrative Support
Services
Crafts
Operative Workers
Transportation
Laborers

TOTAL EMPLOYEES		
ALL	M	F
0	0	0
2	1	1
0	0	0
0	0	0
0	0	0
0	0	0
0	0	0
0	0	0
0	0	0
0	0	0
0	0	0
2	1	1

Female
Goals
39.8%
59.5%
22.3%
49.0%
49.4%
73.2%
62.3%
8.6%
36.7%
15.2%
11.1%

HOW TO READ EMPLOYMENT ANALYSIS SECTION:

The percentages listed in the goals column are calculated by multiplying the CLFA goals by the number of employees in that job category. The number in that column represents the percentage of each protected group that should be employed by the firm to meet the CLFA goal. A negative number will be shown in the discrepancy column for each underrepresented goal of at least 1.00 position.

II. EMPLOYMENT ANALYSIS

TOTAL

This firm has fewer than 15 employees and is, therefore, exempt from the employment category goals.



City of San Diego

EQUAL OPPORTUNITY CONTRACTING (EOC)

1010 Second Avenue • Suite 500 • San Diego, CA 92101

Phone: (619) 533-4464 • Fax: (619) 533-4474

WORK FORCE REPORT**ADMINISTRATIVE**

The objective of the *Equal Employment Opportunity Outreach Program*, San Diego Municipal Code Sections 22.3501 through 22.3517, is to ensure that contractors doing business with the City, or receiving funds from the City, do not engage in unlawful discriminatory employment practices prohibited by State and Federal law. Such employment practices include, but are not limited to unlawful discrimination in the following: employment, promotion or upgrading, demotion or transfer, recruitment or recruitment advertising, layoff or termination, rate of pay or other forms of compensation, and selection for training, including apprenticeship. Contractors are required to provide a completed *Work Force Report (WFR)*.

CONTRACTOR IDENTIFICATION

Type of Contractor: ☐ Construction ☐ Vendor/Supplier ☐ Financial Institution ☐ Lessee/Lessor
☒ Consultant ☐ Grant Recipient ☐ Insurance Company ☐ Other

Name of Company: MYTHOGRAPH, INC.

AKA/DBA: MYTHOGRAPH

Address (Corporate Headquarters, where applicable): 669 WEST 8TH ST

City CLAREMONT County LOS ANGELES State CA Zip 91711

Telephone Number: 909 603 9331 FAX Number: 909 603 9330

Name of Company CEO: KIPP KOBAYASHI

Address(es), phone and fax number(s) of company facilities located in San Diego County (if different from above):

Address: _____

City _____ County _____ State _____ Zip _____

Telephone Number: () _____ FAX Number: () _____

Type of Business: ART + DESIGN Type of License: STATE OF CA - ARCHITECTURAL

The Company has appointed: KIPP KOBAYASHI

as its Equal Employment Opportunity Officer (EEOO). The EEOO has been given authority to establish, disseminate, and enforce equal employment and affirmative action policies of this company. The EEOO may be contacted at:

Address: 669 WEST 8TH ST, CLAREMONT, CA 91711

Telephone Number: 909 603 9331 FAX Number: 909 603 9330

☐ One San Diego County (or Most Local County) Work Force - Mandatory☒ Branch Work Force *☐ Managing Office Work Force

Check the box above that applies to this WFR.

*Submit a separate Work Force Report for all participating branches. Combine WFRs if more than one branch per county.

I, the undersigned representative of MYTHOGRAPH, INC.

(Firm Name)

LOS ANGELES COUNTY

(County)

CA

(State)

hereby certify that information provided

herein is true and correct. This document was executed on this 19th day of JULY, 2007

(Authorized Signature)

KIPP KOBAYASHI

(Print Authorized Signature)

CITY OF SAN DIEGO WORK FORCE REPORT – ADMINISTRATIVE

HISTORY

The Work Force Report (WFR) is the document that allows the City of San Diego to analyze the work forces of all firms wishing to do business with the City. We are able to compare the firm's work force data to County Labor Force Availability (CLFA) data derived from the United States Census. CLFA data is a compilation of lists of occupations and includes the percentage of each ethnicity we track (Black, Hispanic, Asian, American Indian, Filipino) for each occupation. Currently, our CLFA data is taken from the 2000 Census. In order to compare one firm to another, it is important that the data we receive from the consultant firm is accurate and organized in the manner that allows for this fair comparison.

WORK FORCE & BRANCH WORK FORCE REPORTS

When submitting a WFR, especially if the WFR is for a specific project or activity, we would like to have information about the firm's work force that is actually participating in the project or activity. That is, if the project is in San Diego and the work force is from San Diego, we want a San Diego County Work Force Report.¹ By the same token, if the project is in San Diego, but the work force is from another county, such as Orange or Riverside County, we want a Work Force Report from that county.² If participation in a San Diego project is by work forces from San Diego County and, for example, from Los Angeles County and from Sacramento County, we ask for separate Work Force Reports representing the accomplished completely outside of San Diego, we work forces of your firm from each of the three

counties.^{1,2} On the other hand, if the project will be ask for a Work Force Report from the county or counties where the work will be accomplished.²

MANAGING OFFICE WORK FORCE

Equal Opportunity Contracting may occasionally ask for a Managing Office Work Force (MOWF) Report. This may occur in an instance where the firm involved is a large national or international firm but the San Diego or other local work force is very small. In this case, we may ask for both a local and a MOWF Report.^{1,3} In another case, when work is done only by the Managing Office, only the MOWF Report may be necessary.³

TYPES OF WORK FORCE REPORTS:

Please note, throughout the preceding text of this page, the superscript numbers one ¹, two ² & three ³. These numbers coincide with the types of work force report required in the example. See below:

- ¹ One San Diego County (or Most Local County) Work Force – Mandatory in most cases
- ² Branch Work Force *
- ³ Managing Office Work Force

**Submit a separate Work Force Report for all participating branches. Combine WFRs if more than one branch per county.*

Exhibit: Work Force Report Job categories

Refer to this table when completing your firm's Work Force Report form(s).

Management & Financial

Advertising, Marketing, Promotions, Public Relations, and Sales Managers
Business Operations Specialists
Financial Specialists
Operations Specialties Managers
Other Management Occupations
Top Executives

Professional

Art and Design Workers
Counselors, Social Workers, and Other Community and

Social Service Specialists
Entertainers and Performers, Sports and Related Workers
Health Diagnosing and Treating Practitioners
Lawyers, Judges, and Related Workers
Librarians, Curators, and Archivists
Life Scientists
Media and Communication Workers
Other Teachers and Instructors
Postsecondary Teachers
Primary, Secondary, and Special Education School Teachers

Religious Workers

Social Scientists and Related Workers

Architecture & Engineering, Science, Computer

Architects, Surveyors, and Cartographers

Computer Specialists

Engineers

Mathematical Science Occupations

Physical Scientists

Technical

Drafters, Engineering, and Mapping Technicians

Health Technologists and Technicians

Life, Physical, and Social Science Technicians

Media and Communication Equipment Workers

Sales

Other Sales and Related Workers

Retail Sales Workers

Sales Representatives, Services

Sales Representatives, Wholesale and Manufacturing

Supervisors, Sales Workers

Administrative Support

Financial Clerks

Information and Record Clerks

Legal Support Workers

Material Recording, Scheduling, Dispatching, and
Distributing Workers

Other Education, Training, and Library Occupations

Other Office and Administrative Support Workers

Secretaries and Administrative Assistants

Supervisors, Office and Administrative Support Workers

Services

Building Cleaning and Pest Control Workers

Cooks and Food Preparation Workers

Entertainment Attendants and Related Workers

Fire Fighting and Prevention Workers

First-Line Supervisors/Managers, Protective Service
Workers

Food and Beverage Serving Workers

Funeral Service Workers

Law Enforcement Workers

Nursing, Psychiatric, and Home Health Aides

Occupational and Physical Therapist Assistants and Aides

Other Food Preparation and Serving Related Workers

Other Healthcare Support Occupations

Other Personal Care and Service Workers

Other Protective Service Workers

Personal Appearance Workers

Supervisors, Food Preparation and Serving Workers

Supervisors, Personal Care and Service Workers

Transportation, Tourism, and Lodging Attendants

Crafts

Construction Trades Workers

Electrical and Electronic Equipment Mechanics, Installers,
and Repairers

Extraction Workers

Material Moving Workers

Other Construction and Related Workers

Other Installation, Maintenance, and Repair Occupations

Plant and System Operators

Supervisors of Installation, Maintenance, and Repair
Workers

Supervisors, Construction and Extraction Workers

Vehicle and Mobile Equipment Mechanics, Installers, and
Repairers

Woodworkers

Operative Workers

Assemblers and Fabricators

Communications Equipment Operators

Food Processing Workers

Metal Workers and Plastic Workers

Motor Vehicle Operators

Other Production Occupations

Printing Workers

Supervisors, Production Workers

Textile, Apparel, and Furnishings Workers

Transportation

Air Transportation Workers

Other Transportation Workers

Rail Transportation Workers

Supervisors, Transportation and Material Moving
Workers

Water Transportation Workers

Laborers

Agricultural Workers

Animal Care and Service Workers

Fishing and Hunting Workers

Forest, Conservation, and Logging Workers

Grounds Maintenance Workers

Helpers, Construction Trades

Supervisors, Building and Grounds Cleaning and
Maintenance Workers

Supervisors, Farming, Fishing, and Forestry Workers

REQUEST FOR COUNCIL ACTION

CITY OF SAN DIEGO

1. CERTIFICATE NUMBER
(FOR AUDITOR'S USE ONLY)

AC 2800305

TO:
City Attorney

2. FROM (ORIGINATING DEPARTMENT):

Commission for Arts and Culture

3. DATE:

8/13/07

4. SUBJECT:

Agreement with Mythograph, Inc. for Serra Mesa-Kearny Mesa Branch Library Educational Space

5. PRIMARY CONTACT (NAME, PHONE & MAIL STA.)

VICTORIA L. HAMILTON (619) 533-3055 MS 652

6. SECONDARY CONTACT (NAME, PHONE & MAIL STA.)

DANA SPRINGS (619) 533-3051 MS 652

7. CHECK BOX IF REPORT TO
COUNCIL IS ATTACHED ☒

8. COMPLETE FOR ACCOUNTING PURPOSES

FUND	38030		
DEPT.	30244		
ORGANIZATION	106		
OBJECT ACCOUNT	4222-4279		
JOB ORDER	350890		
C.I.P. NUMBER	35-0890		
AMOUNT	\$450,000		

9. ADDITIONAL INFORMATION / ESTIMATED COST:

10. ROUTING AND APPROVALS

ROUTE (#)	APPROVING AUTHORITY	APPROVAL SIGNATURE	DATE SIGNED	ROUTE (#)	APPROVING AUTHORITY	APPROVAL SIGNATURE	DATE SIGNED
1	ORIGINATING DEPARTMENT	Victoria Hamilton	8/13/07	9	DEPUTY CHIEF	[Signature]	8/14/07
2	LIBRARY	Ana Paton	9/10/07	10			
3	EAS	Mark Oja	9/27/07	11	CITY ATTORNEY	[Signature]	11/7/07
4	LIAISON OFFICE	[Signature]	10/8/07	12	ORIGINATING DEPARTMENT	Victoria Hamilton	11/7/07
5	EOCP	R. Lewis for Cg.	10/12/07				
6	FM/CIP	Angela Polito	10/16/07				
7	FIN. SERVICES						
8	AUDITOR	Gayle Ponder Brice	10/18/07				

DOCKET COORD: 11/7/07

COUNCIL LIAISON: [Signature]

COUNCIL PRESIDENT

☐ SPOB☒ CONSENT☐ ADOPTION☐ REFER TO:

COUNCIL DATE: 11/20/07

11. PREPARATION OF:

☒ RESOLUTION(S)☐ ORDINANCE(S)☐ AGREEMENT(S)☐ DEED(S)

1. Authorizing the Mayor or his designee to execute the Agreement with Mythograph, Inc. to design, fabricate and install an educational space for children ages 0-5 and their caregivers at the Serra Mesa-Kearny Mesa Branch Library; and
2. Authorizing the Auditor and Comptroller to expend \$450,000 from Fund 38030 - First Five Community Library Grant, CIP No. 35-089.0 - Serra Mesa/Kearny Mesa Branch Library for this purpose (SEE BACK)

11A. STAFF RECOMMENDATIONS:

Adopt the resolution(s).

12. SPECIAL CONDITIONS:

COUNCIL DISTRICT(S):

6 (Frye)

COMMUNITY AREA(S):

Serra Mesa & Kearny Mesa

CITY CLERK INSTRUCTIONS:

Send a copy of the Agreement and resolutions to Dana Springs at MS-652.

ENVIRONMENTAL IMPACT:

This activity is exempt from CEQA pursuant to the State CEQA Guidelines Section 15060(c)(2).

HOUSING IMPACT:

None.

OTHER ISSUES:

None.

001464

contingent upon the Auditor and Comptroller certifying that the funds necessary for expenditure are or will be on deposit in the City Treasury; and

3. Authorizing the City Auditor and Comptroller, upon advice from the administering department to transfer excess funds, if any to the appropriate reserves.

RECEIVED
07 NOV - 8 PM 1:46
CITY CLERK'S OFFICE
SAN MICO, CA

CITY ATTORNEY
07 OCT 25 AM 11:43
CIVIL DIVISION

CITY ATTORNEY
07 NOV - 2 PM 12:13
CIVIL DIVISION

EXECUTIVE SUMMARY SHEET
CITY OF SAN DIEGO

DATE ISSUED: AUGUST 13, 2007 REPORT NO:
 ATTENTION: COUNCIL PRESIDENT AND CITY COUNCIL
 ORIGINATING DEPARTMENT: COMMISSION FOR ARTS AND CULTURE
 SUBJECT: AGREEMENT WITH MYTHOGRAPH, INC. FOR SERRA
 MESA-KEARNY MESA BRANCH LIBRARY
 EDUCATIONAL SPACE
 COUNCIL DISTRICT(S): 6 (FRYE)
 CONTACT/PHONE NUMBER: VICTORIA L. HAMILTON/#533-3055
 DANA SPRINGS /#533-3051

REQUESTED ACTION: 1) Authorizing the Mayor or his duly appointed representative to enter into an Agreement with Mythograph, Inc. to design, fabricate and install an educational space for children ages 0-5 and their caregivers at the Serra Mesa-Kearny Mesa Branch Library; and 2) Authorizing the Auditor and Comptroller to appropriate and expend \$450,000 from Fund 30244 for this purpose.

STAFF RECOMMENDATION: Approve the resolution(s).

EXECUTIVE SUMMARY: Funds collected by the State of California through Proposition 10 (a tobacco product tax) have been awarded to the City of San Diego by the First Five Commission of San Diego County for the development of programs, services, policies, and infrastructure to specifically benefit children ages 0-5 and their parents/caregivers. To this end, an artist or artist team, in partnership with an expert in child/parent education, mental health/health care provision, community/family/child care service provision or child development was sought, through a competitive Request for Qualifications process, to design, fabricate and install an educational space targeted towards children ages 0-5 and their parents/caregivers at the Serra Mesa-Kearny Mesa Branch Library. Mythograph, Inc. was selected by a volunteer panel of community members, visual art experts and child development experts to design and create the educational space. While the library serves all members of the public, this educational space will especially engage children ages 0-5 and their parents/caregivers. It will provide educational opportunities and activities that promote "school readiness" for young children and will reflect the vision of the First Five Commission of San Diego County: every child in San Diego County will enter school ready to learn.

FISCAL CONSIDERATIONS: Of the funds awarded to the City of San Diego by the First Five Commission of San Diego County, \$450,000 will be dedicated for the design, fabrication and installation of the children's educational space at the Serra Mesa-Kearny Mesa Branch Library. All of the funds to be used for this project are provided by the grant from the First Five Commission of San Diego County. The funds for this purpose are available in CIP No. 35-0890, Fund No. 30244, Org No. 106, Dept. No. 30244.

PREVIOUS COUNCIL and/or COMMITTEE ACTION: None.

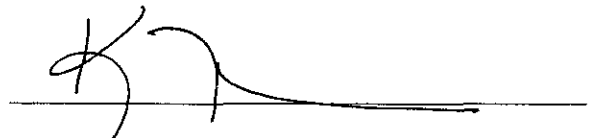
COMMUNITY PARTICIPATION AND PUBLIC OUTREACH EFFORTS: The competitive selection process was opened to any artist permanently residing in the State of California. At least 4,000 artists were notified of the opportunity to compete. The artist selection panel included one community representative from Serra Mesa and one from Kearny Mesa, in addition to the library's architect and a member of the library's staff, both of whom have extensive experience with and knowledge of the community. Representatives from Council District 6 participated in every step of the process, providing

guidance and background as needed. Upon execution of the Agreement with Mythograph, Inc., the artist team will create a design which will be presented to a group of community members for input and feedback. The design submitted by the artist team must also be reviewed by the Commission for Arts and Culture and its Public Art Committee on at least three occasions, all of which are public meetings open for members of the community to attend.

KEY STAKEHOLDERS AND PROJECTED IMPACTS: Stakeholders include the First Five Commission of San Diego County, the City of San Diego, and the Serra Mesa-Kearny Mesa Branch library patrons. Mythograph, Inc.



Victoria L. Hamilton
Executive Director
Commission for Arts and Culture



Kris Michell
Deputy Chief for Community and Legislative
Services
Mayor's Office

001467

The City of San Diego
CERTIFICATE OF CITY AUDITOR AND COMPTROLLER

CERTIFICATE OF UNALLOTTED BALANCE

ORIGINATING

AC 2800305

DEPT. NO. 912

I HEREBY CERTIFY that the money required for the allotment of funds for the purpose set forth in the foregoing resolution is available in the Treasury, or is anticipated to come into the Treasury, and is otherwise unallotted.

Amount: _____ Fund: _____

Purpose: _____

Date: _____ By: _____

ACCOUNTING DATA										
ACCTG. LINE	CY PY	FUND	DEPT	ORG	ACCOUNT	JOB ORDER	OPERATION ACCOUNT	BENF/ EQUIP	FACILITY	AMOUNT
TOTAL AMOUNT										

FUND OVERRIDE ☐

CERTIFICATION OF UNENCUMBERED BALANCE

I HEREBY CERTIFY that the indebtedness and obligation to be incurred by the contract or agreement authorized by the hereto attached resolution, can be incurred without the violation of any of the provisions of the Charter of the City of San Diego; and I do hereby further certify, in conformity with the requirements of the Charter of the City of San Diego, that sufficient moneys have been appropriated for the purpose of said contract, that sufficient moneys to meet the obligations of said contract are actually in the Treasury, or are anticipated to come into the Treasury, to the credit of the appropriation from which the same are to be drawn, and that the said money now actually in the Treasury, together with the moneys anticipated to come into the Treasury, to the credit of said appropriation, are otherwise unencumbered.

Not to Exceed: \$450,000.00

Vendor: Mythograph, Inc.

Purpose: Authorize an agreement with Mythograph, Inc. for educational space at the Serra Mesa/Kearny Mesa Branch Library, Capital Improvement Project 35-089.0.

Date: October 18, 2007 By: Faye Ponder-Price 

ACCOUNTING DATA										
ACCTG. LINE	CY PY	FUND	DEPT	ORG	ACCOUNT	JOB ORDER	OPERATION ACCOUNT	BENF/ EQUIP	FACILITY	AMOUNT
1	0	30244	30244	106	4279	350890		38030		450,000.00
TOTAL										\$450,000.00

AC-361 (REV 2-92)

FUND OVERRIDE ☐

AC 2800305

RESOLUTION NUMBER R-_____

DATE OF FINAL PASSAGE _____

BE IT RESOLVED, by the Council of The City of San Diego, as follows:

1. That the Mayor or his designee is hereby authorized to execute, for and on behalf of said City, an Agreement between the City of San Diego and Mythograph, Inc. for Serra Mesa-Kearny Mesa Branch Library to design, fabricate and install an educational space for children ages 0-5 and their caregivers.

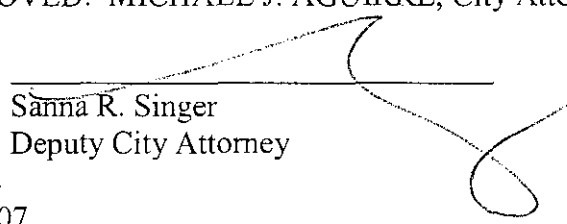
2. That the City Auditor and Comptroller is hereby authorized to expend an amount not to exceed \$450,000 from Fund 38030, First Five Community Library Grant, CIP No. 35-089.0 – Serra Mesa/Kearny Mesa Branch Library for this purpose, contingent upon the Auditor and Comptroller certifying that the funds necessary for expenditure are or will be on deposit in the City Treasurer.

3. That the City Auditor and Comptroller is authorized, on advice of the administering department, to transfer excess budgeted funds, if any, to the appropriate reserves.

4. That this activity is exempt from CEQA pursuant to the California Environmental Quality Act pursuant to CEQA guidelines section 15060(c)(2).

APPROVED: MICHAEL J. AGUIRRE, City Attorney

By


Sanna R. Singer
Deputy City Attorney

SRS:js

11/06/07

Aud. Cert.: 2800305

Or.Dept: CAC

R-2008-400

I hereby certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this meeting of _____.

ELIZABETH S. MALAND
City Clerk

By _____
Deputy City Clerk

Approved: _____
(date)

JERRY SANDERS, Mayor

Vetoed: _____
(date)

JERRY SANDERS, Mayor